

Message Text

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PAGE 01 STATE 196434
ORIGIN ARA-14

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O 181651Z AUG 77
FM SECSTATE WASHDC
TO AMEMBASSY MEXICO IMMEDIATE

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FOR ECON/COMM COUNSELOR HAYNE

E.O. 11652:N/A

TAGS: SOPN

SUBJECT: SAN ANTONIO TRADE AND INVESTMENT CONFERENCE,
SEPTEMBER 21-22.

1. AS WE DISCUSSED ON THE PHONE ON AUG 17, THERE ARE TWO
CHANGES IN THE PROGRAM. U.S. UNDERSECY OF COMMERCE,
SYDNEY HARMAN WILL PROBABLY REPLACE SENATOR BENTSEN AS
THE SEPT 21 LUNCHEON SPEAKER. THE FOLLOWING REFLECTS
THE CHANGES IN THE AGENDA DUE TO THE ADDITION OF A
TOURISM TRACK TO THE WEDNESDAY AFTERNOON WORKSHOP
SESSIONS.

2. INVESTMENT WORKSHOP I:

"FINANCING SOURCES AND PROBLEMS"

MODERATOR: H GEORGE CHAFFIN, PRESIDENT, FIRST NATL
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BANK OF SAN ANTONIO

PANELISTS:
ROLE OF NAFINSA - CARLOS MARTINEZ ULLOA, INTERNATL
TRANSACTIONS MGR;
ROLE OF BANK OF MEXICO - ALFREDO PHILLIPS, SUB-DIR FOR
INTERNATL AFFAIRS OF BANK OF MEXICO;

ROLE OF MEXICAN COMMERCIAL BANKS - EUGENIO ERANA, PRES,
MEXICAN BANKING ASSOC; AND
ROLE OF INTERNATL FINANCIAL INSTITUTIONS - JOHN KENDALL,
SR. LOAN OFFICER, MEXICAN DIV., WORLD BANK.

REACTORS: REPRESENTATIVES OF NATL. BANK OF COMMERCE,
FIRST NATL. BANK, AND AMERICAN BANK.

3. INVESTMENT WORKSHOP II:

"MEXICAN INVESTMENT TERMS -- A PRACTICAL LOOK AT LIMITA-
TIONS & OPPORTUNITIES "

MODERATOR: SALLY SHELTON, DEP. ASST SECY OF STATE/ARA.

PANELISTS:

EQUITY OPTIONS IN MEXICAN INDUSTRIAL SECTORS - CIPRIANA
GOMEZ LARA, DIR, OF NATL REGISTRY OF FOREIGN INVESTMENT;
PATENTS, COPYRIGHTS & TRADEMARKS - CESAR SEPULVEDA,
ATTORNEY, & FORMER FOREIGN MINISTRY OFFICIAL;
TECHNOLOGY TRANSFER ISSUES & OPTIONS - JAIME ALVAREZ
SOBERANIS, DIR OF NATL REGISTRY OF TECHNOLOGY TRANSFER;
TAX CONSIDERATIONS - IGNACIO PICHARDO PAGAZA, UNDERSECY
OF TREASURY IN CHARGE OF TAXES AND
LABOR RELATIONS IN MEXICAN BASED INDUSTRY - FRANCISCO
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ROCHA BANDALA, PRES OF FEDL BD OF CONCILIATION & ARBI-
TRATION.

REACTORS: JOHN BRUTON, GENL MGR OF AMER CHAMBER OF
COMMERCE IN MEXICO, ROLAND CASTENEDA, INTERNATL ATTORNEY,
AND MANNY FIERRO, LEGISLATIVE COUNSEL PHARMACEUTICAL
MFRS. ASSOC.

4. COMMERCIAL WORKSHOP I:

"SELLING TO MEXICO"

MODERATOR: RAY CABALLERO, INTERNATIONAL LAWYER

PANELISTS:

ROLE OF THE EX-IM BANK - RICHARD CRAFTON, VP FOR L.A.,
EX-IM BANK;
LEARNING TO LIVE WITH INFLATION AND DEVALUATION -
CALVIN BLAIR, DEPT OF MKTG & INTERNATL BUSINESS, U TEXAS/
AUSTIN; LUIS ORCI, DIR OF CREDIT, MEXICAN TREASURY;
ATTRactions & PROBLEMS OF EXPORTING INTO MEXICO -
HARRY JONES, VP FOR OVERSEAS AFF, WESTINGHOUSE CORP; AND

TERMS OF IMPORTING INTO MEXICO - HECTOR HERNANDEZ
UNDERSECY OF FOREIGN COMMERCE.

REACTORS: BOB MONTABO, US BUSINESSMAN, WM. SLOCUM,
MANAGING DIR, GM OF MEXICO, AND ROBERT POGLESONG, ASST
DIR, OFF INTERNATL MKTG, DEPT OF COMMERCE.

5. COMMERCIAL OWRKSHOP II:

"SELLING TO THE U.S."

MODERATOR: , BUSINESSPERSON

PANELISTS:
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PROBLEMS MEXICANS FACE SELLING TO THE U.S. - ADRIAN
LAJOUS MARTINEZ, DIR OF IMCE;
PROBLEMS OF U.S. BUSINESS PEOPLE RETAILING MEXICAN PRO-
DUCTS - (DALLAS BUSINESS PERSON)
U.S. TARIFF & TRADE POLICIES - STEPHEN LANDE, ASST US
TRADE REP, OFF OF SPEC TRADE REP/TRADE NEG.; AND
UNDERSTANDING & TAKING ADVANTAGE OF THE GSP - MIKE MILLER,
EXEC VP PAN AMERICAN DEVELOP. FOUNDATION.

REACTORS: DR. JOSE SAN MARTIN, MEMBER OF EXEC COMM.,
MEXIFAIR '77, (GEN. MGR, PURINA) AND SALVADORE LEO, MON-
SANTO. -

6. TRAVEL WORKSHOP I:

"TOURISM IN THE MEXICAN AND U.S. MARKETS"

MODERATOR: CHRIS ALDERETE, CHAIRMAN, SW BORDER COMMISSION

PANELISTS:
TOURISM IN US COMMERCE & US-MEXICAN RELATIONS - FABIAN
CHAVEZ, US TRAVEL SERVICE, DEPT OF COMMERCE;
TOURISM AS A MAJOR MEXICAN INDUSTRY - ANTONIO ENRIQUEZ
SAVIGNAC, UNDERSECY OF TOURISM;
US INVESTMENT OPPORTUNITIES IN MEXICAN TOURISM - MIGUEL
ALEMAN, NATIONAL TOURIST COUNCIL AND
IMPACT OF MEXICAN COMMUTER-CONSUMER ON BUSINESS & ECONOMY
OF US BORDER COMMUNITIES - (LOCAL TEXAS BUSINESS PERSON).

REACTORS: (MAJOR TEXAS AIRLINE EXECUTIVE), AND DR. JOSE
SAN MARTIN. -
PLEASE INVITE FORMER PRESIDENT MIGUEL ALEMAN, HEAD
OF THE NATIONAL TOURIST COUNCIL TO COME OR SEND A REPRF-
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SENTATIVE.

7. TRAVEL WORKSHOP II:

"HUMAN DIMENSIONS OF INTERNATL TRAVEL"

MODERATOR: HERB HILLER, CONSULTANT ON TOURISM

PANELISTS:

TOURISM AS A POSTIVE CONTRIBUTING ELEMENT IN INTERCULTURAL
RELATIONS -- WHY IT OFTEN ISN'T; HOW IT CAN BE. -

(UNIV OF TEXAS OR MEXICAN ACADEMIC)

INNOVATIVE LINKS BETWEEN TOURISM AND BUSINESS - ROBERT

PEACHER, DIR, FRIENDS & NEIGHBORS, INTERNATL;

MARKETS FOR NEW DIRECTION IN INTERNATIONAL TRAVEL -

(LOCAL TEXAS AIRLINE EXECUTIVE); AND

OPPORTUNITIES FOR BUSINESS LEADERSHIP IN INTERCULTURAL
RELATIONS - DAN SHARP, XEROX CORP.

REACTORS: ANTONIO ENRIQUEZ SAVIGNAC, FABIAN CHAVEZ,
ALEMAN, AND CHRIS ALDERETE.

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Message Attributes

Automatic Decaptioning: X
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Enclosure: n/a
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From: STATE
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Review Withdrawn Fields: n/a
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To: MEXICO
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